## Claims

[c1] 1.A method of managing themes applicable to a mobile phone wherein themes provide the mobile phone with changeable characteristics pertaining to the appearance and sound presented by the mobile phone, said method comprising:

checking a theme profile associated with the mobile phone to determine which theme is currently active; waiting for a triggering event to occur to cause a transition from the currently active theme to a new theme; and applying the new theme based on an associated triggering event.

[c2] 2.The method of claim 1 wherein the theme profile includes:

data pertaining to triggering events that cause the mobile phone to transition from one theme to another theme:

a priority setting that determines which theme shall be applied to the mobile phone in the event of conflicting triggering events; and

pointers to where the content data associated with a theme is located.

- [c3] 3.The method of claim 2 wherein a triggering event is time based such that a theme transition occurs at a predetermined time.
- [c4] 4.The method of claim 2 wherein a triggering event is location based such that a theme transition occurs when the mobile phone approaches a predetermined location.
- [05] 5. The method of claim 4 wherein the mobile phone utilizes a location determination system to determine when the mobile phone is approaching a predetermined location.
- [c6] 6.The method of claim 2 wherein the theme profile associated with the mobile phone is stored locally on the mobile phone.
- [c7] 7.The method of claim 2 wherein the content data associated with a theme is stored locally on the mobile phone.
- [08] 8.The method of claim 2 wherein the content data associated with a theme is stored remotely on the network to which the mobile phone subscribes to and the mobile phone establishes a connection with the network to access and download the content data associated with a theme.

[c9] 9.A method of managing themes applicable to a mobile phone wherein themes provide the mobile phone with changeable characteristics pertaining to the appearance and sound presented by the mobile phone, and wherein a theme profile associated with the mobile phone is stored remotely on the network to which the mobile phone subscribes to, said method comprising: receiving current theme data upon network registration when the phone is powered on based on the associated stored theme profile;

applying the current theme to the mobile phone; waiting for a triggering event to occur to cause a transition from the current theme to a new theme; and applying the new theme based on an associated triggering event.

[c10] 10.The method of claim 9 wherein the theme profile includes:

data pertaining to triggering events that cause the mobile phone to transition from one theme to another theme:

a priority setting that determines which theme shall be applied to the mobile phone in the event of conflicting triggering events; and

pointers to where the content data associated with a theme is located.

- [c11] 11. The method of claim 10 wherein the content data associated with a theme is stored locally on the mobile phone.
- [c12] 12.The method of claim 10 wherein the content data associated with a theme is stored remotely on the network to which the mobile phone subscribes to and the mobile phone establishes a connection with the network to access and download the content data associated with a theme.
- [c13] 13. The method of claim 10 wherein a triggering event is time based such that a theme transition occurs at a predetermined time.
- [c14] 14. The method of claim 10 wherein a triggering event is location based such that a theme transition occurs when the mobile phone approaches a predetermined location.
- [c15] 15. The method of claim 14 wherein the mobile phone utilizes a location determination system to determine when the mobile phone is approaching a predetermined location.
- [c16] 16.A computer program product for managing themes applicable to a mobile phone wherein themes provide the mobile phone with changeable characteristics per-

taining to the appearance and sound presented by the mobile phone, the computer program product comprising:

computer program code for checking a theme profile associated with the mobile phone to determine which theme is currently active;

computer program code for waiting for a triggering event to occur to cause a transition from the currently active theme to a new theme; and computer program code for applying the new theme based on an associated triggering event.

[c17] 17.The computer program product of claim 16 wherein the theme profile includes:

data pertaining to triggering events that cause the mo-

bile phone to transition from one theme to another theme;

a priority setting that determines which theme shall be applied to the mobile phone in the event of conflicting triggering events; and

pointers to where the content data associated with a theme is located.

[c18] 18. The computer program product of claim 17 wherein a triggering event is time based such that a theme transition occurs at a predetermined time.

- [c19] 19. The computer program product of claim 17 wherein a triggering event is location based such that a theme transition occurs when the mobile phone approaches a predetermined location.
- [c20] 20. The computer program product of claim 19 wherein the mobile phone utilizes a location determination system in conjunction with computer program code to determine when the mobile phone is approaching a predetermined location.
- [c21] 21.The computer program product of claim 17 wherein the theme profile associated with the mobile phone is stored locally on the mobile phone.
- [c22] 22.The computer program product of claim 17 wherein the content data associated with a theme is stored locally on the mobile phone.
- [c23] 23.The computer program product of claim 17 wherein the content data associated with a theme is stored remotely on the network to which the mobile phone subscribes to and the mobile phone includes computer program code for establishing a connection with the network to access and download the content data associated with a theme.
- [c24] 24.A computer program product for managing themes

applicable to a mobile phone wherein themes provide the mobile phone with changeable characteristics pertaining to the appearance and sound presented by the mobile phone, and wherein a theme profile associated with the mobile phone is stored remotely on the network to which the mobile phone subscribes to, the computer program product comprising:

computer program code for receiving current theme data upon network registration when the phone is powered on based on the associated stored theme profile; computer program code for applying the current theme to the mobile phone;

computer program code for waiting for a triggering event to occur to cause a transition from the current theme to a new theme; and computer program code for applying the new theme based on an associated triggering event.

[c25] 25.The computer program product of claim 24 wherein the theme profile includes:

data pertaining to triggering events that cause the mobile phone to transition from one theme to another theme:

a priority setting that determines which theme shall be applied to the mobile phone in the event of conflicting triggering events; and

pointers to where the content data associated with a theme is located.

- [c26] 26.The computer program product of claim 25 wherein the content data associated with a theme is stored locally on the mobile phone.
- [c27] 27.The computer program product of claim 25 wherein the content data associated with a theme is stored remotely on the network to which the mobile phone subscribes to and the mobile phone establishes a connection with the network to access and download the content data associated with a theme.
- [c28] 28.The computer program product of claim 25 wherein a triggering event is time based such that a theme transition occurs at a predetermined time.
- [c29] 29. The computer program product of claim 25 wherein a triggering event is location based such that a theme transition occurs when the mobile phone approaches a predetermined location.
- [c30] 30. The computer program product of claim 29 wherein the mobile phone utilizes a location determination system to determine when the mobile phone is approaching a predetermined location.

[c31] 31.A system for managing themes applicable to a mobile phone wherein themes provide the mobile phone with changeable characteristics pertaining to the appearance and sound presented by the mobile phone, the system comprising:

means for checking a theme profile associated with the mobile phone to determine which theme is currently active:

means for waiting for a triggering event to occur to cause a transition from the currently active theme to a new theme; and

means for applying the new theme based on an associated triggering event.

[c32] 32.The system of claim 31 wherein the theme profile includes:

data pertaining to triggering events that cause the mobile phone to transition from one theme to another theme;

a priority setting that determines which theme shall be applied to the mobile phone in the event of conflicting triggering events; and

pointers to where the content data associated with a theme is located.

[c33] 33. The system of claim 32 wherein a triggering event is time based such that a theme transition occurs at a pre-

determined time.

- [c34] 34. The system of claim 32 wherein a triggering event is location based such that a theme transition occurs when the mobile phone approaches a predetermined location.
- [c35] 35. The system of claim 34 wherein the mobile phone utilizes a location determination system in conjunction with means for determining when the mobile phone is approaching a predetermined location.
- [c36] 36.The system of claim 32 wherein the theme profile associated with the mobile phone is stored locally on the mobile phone.
- [c37] 37. The system of claim 32 wherein the content data associated with a theme is stored locally on the mobile phone.
- [c38] 38. The system of claim 32 wherein the content data associated with a theme is stored remotely on the network to which the mobile phone subscribes to and the mobile phone includes computer program code for establishing a connection with the network to access and download the content data associated with a theme.
- [c39] 39.A system for managing themes applicable to a mobile phone wherein themes provide the mobile phone with

changeable characteristics pertaining to the appearance and sound presented by the mobile phone, and wherein a theme profile associated with the mobile phone is stored remotely on the network to which the mobile phone subscribes to, the computer program product comprising:

means for receiving current theme data upon network registration when the phone is powered on based on the associated stored theme profile;

means for applying the current theme to the mobile phone;

means for waiting for a triggering event to occur to cause a transition from the current theme to a new theme; and

means for applying the new theme based on an associated triggering event.

[c40] 40.The system of claim 39 wherein the theme profile includes:

data pertaining to triggering events that cause the mobile phone to transition from one theme to another theme:

a priority setting that determines which theme shall be applied to the mobile phone in the event of conflicting triggering events; and

pointers to where the content data associated with a

theme is located.

- [c41] 41. The system of claim 40 wherein the content data associated with a theme is stored locally on the mobile phone.
- [c42] 42. The system of claim 40 wherein the content data associated with a theme is stored remotely on the network to which the mobile phone subscribes to and the mobile phone establishes a connection with the network to access and download the content data associated with a theme.
- [c43] 43. The system of claim 40 wherein a triggering event is time based such that a theme transition occurs at a predetermined time.
- [c44] 44. The system of claim 40 wherein a triggering event is location based such that a theme transition occurs when the mobile phone approaches a predetermined location.
- [c45] 45. The system of claim 44 wherein the mobile phone utilizes a location determination system to determine when the mobile phone is approaching a predetermined location.